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## IV. APPLICATION REQUIREMENTS AND INSTRUCTIONS

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### A. General Requirements

1. The SOW and Budget Justification must be consistent with the policies and procedures found in the Policy Section of the CDHS/TCS Competitive Grantee Administrative and Policy Manual, referred herein as the Policy Section. As you develop your SOW and Budget Justification, review the Policy Section, which is available at <http://www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100>.

**CAREFULLY READ ALL INSTRUCTIONS** in the subsequent pages of this RFA, in the *OTIS User Guide*, and *Communities of Excellence in Tobacco Control, Module 4: Developing a Tobacco Control Intervention and Evaluation Plan*. Submit your application on-line by **5 p.m. on March 8, 2007**. Be sure to include all the information requested in the electronic filing process. Review the plan carefully for completeness prior to submission.

#### Supplementary Documents

*OTIS User Guide*, available at [www.dhs.ca.gov/tobacco/html/otis.htm](http://www.dhs.ca.gov/tobacco/html/otis.htm)

*OTIS Evaluation Guide*, available at  
[www.dhs.ca.gov/tobacco/documents/eval/OTISEvaluationGuide.pdf](http://www.dhs.ca.gov/tobacco/documents/eval/OTISEvaluationGuide.pdf)

*CDHS/TCS Administrative and Policy Manual*, available at  
[www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100](http://www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100)

*Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report*, available at  
[www.dhs.ca.gov/tobacco/documents/eval/EvaluationReport.pdf](http://www.dhs.ca.gov/tobacco/documents/eval/EvaluationReport.pdf)

*Communities of Excellence in Tobacco Control, Module 4*, available at  
[www.dhs.ca.gov/tobacco/documents/pubs/CX2006-Module4.pdf](http://www.dhs.ca.gov/tobacco/documents/pubs/CX2006-Module4.pdf)

Specific instructions for each component of the plan submission process are provided in the *OTIS User Guide*, which you may download from the OTIS Web site at [www.tcsotis.org](http://www.tcsotis.org).

You must have an **OTIS user identification and password** to get access to the *OTIS User Guide* and to create and submit your application. **To obtain user accounts and access to OTIS, please send an e-mail request to [tcsweb@dhs.ca.gov](mailto:tcsweb@dhs.ca.gov) by February 8, 2007**. In the e-mail request please include the following: a) agency name, b) user first name, c) user last name, d) user e-mail address, e) selected **username**, and f) selected **password**. Username and password must contain between 5 and 29 characters.

CDHS/TCS will process user account requests within two business days. The OTIS application Web site will be available to applicants with usernames and passwords beginning on **February 9, 2007**. You will receive notification of your user account and further instructions via e-mail. CDHS/TCS will only issue three user accounts per agency.

You are strongly encouraged to start preparing the narrative portions of the application in a word processing document, such as Microsoft Word, prior to the availability of OTIS on February 9, 2007. When OTIS becomes available, you can cut and paste text from your word processing document into the appropriate fields in OTIS. Agencies are encouraged to plan ahead and to allow adequate time to complete the application process in OTIS. Experience has shown that it can take between 20-40 hours to complete the OTIS application.

2. **DO NOT ASSUME** that the reviewers have any knowledge of your agency's prior history or previous tobacco control programs administered by your agency. It is the responsibility of the applicant to demonstrate an understanding of the services to be delivered under the intended contract, the capacity of the applicant agency to carry out the services, and the ability to design and carry out efficient services that are reasonably budgeted.
3. **Download and print** a complete copy of the application for your files. Use the Report link in OTIS to access the completed application. Please note, some reports should be printed in landscape orientation in order to capture the full content.

## B. **Organization of the Application**

Applications are required to be completed and submitted via OTIS. The minimum requirements for each component are listed on subsequent pages. Each application will be reviewed and evaluated in relationship to the extent to which the minimum requirements are met or exceeded. Additional information about completing the SOW is provided in *Communities of Excellence in Tobacco Control, Module 4*. Data entry instructions for completing each component are provided in the *OTIS User Guide*. The components of the application are listed below.

- Contact Information
- Demographic Profile
- Media Profile
- Evaluator Information
- Applicant Capability
- SOW and Evaluation, including Intervention Activity Plan, Materials Development, and Evaluation Design and Activities
- Narrative Summary
- Budget Information

## C. **Application Criteria and Instructions**

For each application component, general information is provided about the content of the application. When applicable, the total points for the component will be stated for scored sections as well as the minimum requirements for that component.

### 1. **My Agency**

Component Description: The *My Agency* area of OTIS provides universal information about the applicant agency: the agency's name, contact information, federal identification number, and the health jurisdiction which the agency is located. From *My Agency*, you can also request additional OTIS user accounts.

Maximum Point Value: 0

Maximum Requirements: Completes agency name, agency short name, federal identification number, identifies the health jurisdiction in which the agency is physically located, provides agency phone number, agency fax number, agency mailing address, and agency physical address.

Instructions: The *My Agency* area of OTIS is accessed by clicking on the My Agency link at the bottom of the OTIS screen. To get to the screen with the My Agency link, you first must click on procurement tools. See the *OTIS User Guide, Section B: Contact Information* for data entry instructions.

### 2. **Contact Information**

Component Description: Provide general contact information for the project director, fiscal contact, and agency signatory.

Maximum Point Value: 0

Minimum Requirements: Contact information is complete and accurate.

Instructions: See *OTIS User Guide, Section B: Contact Information* for data entry instructions.

### 3. **Background Information**

#### a. **Demographic Information**

Component Description: The majority of the information on this form is pre-populated with 2000 U.S. Census data for the local health jurisdiction in which your agency is located. Applicants must identify the geographic characteristic of the health jurisdiction and whether an American Indian casino is located within the service area. This information is provided in the application largely as a benefit to the application reviewers.

Maximum Point Value: 0

Minimum Requirements: The geographic characteristic of the health jurisdiction (i.e., rural, suburban, or urban) and the presence of an American Indian casino within the service area are identified and appropriate.

Instructions: Please refer to the *OTIS User Guide, Section V, Application, C. Background Information: Demographic Profile* for more details.

b. Media Profile

Component Description: The information in this component provides a description of the top five (5) major media outlets serving the project's service area. The description provides the name of the outlet, the format (radio, TV, print media, etc.), and the primary language of the outlet.

Maximum Point Value: 0

Minimum Requirements: At a minimum, identifies the top five major media outlets in the applicant's geographic area, provides the name of the outlet, the format of the media, and the primary language for media dissemination by the outlet.

Instructions: See the *OTIS User Guide, Section V, Application, C. Background Information: Media Profile* for data entry instructions.

4. **Evaluator Information**

**Evaluator Minimum Requirements**

Component Description: The Local Program Evaluator (LPE) provides information related to his/her evaluation training, expertise, and contact information. The LPE certifies that he/she participated in the development of the evaluation plan. The applicant agency links a LPE identified in the LPE Directory with their application.

a. Evaluator Profile

Identify the individual designated as the LPE for the project. The LPE must complete the profile in the electronic LPE Directory which can be accessed at <http://tcsotis.org/public/evaluator/index.cfm>. The profile describes the LPE's experience, qualifications, skills and availability, and tobacco-related publications. Once completed, applicants are to access the LPE Directory to identify and select their LPE.

b. Evaluator Certification

The LPE certifies the amount of time he/she spent with the applicant providing consultation on the SOW evaluation plans. Every application must include this certification, even if the evaluator is a member of the agency staff.

Maximum Point Value: 0

Minimum Requirements:

- LPE must demonstrate:
  - One course in study design or one year of experience determining the study design for an evaluation.
  - One course in evaluation or one year of experience planning and implementing an evaluation.
  - Two courses in statistics or one year of experience analyzing data for an evaluation.
- LPE must certify that he/she provided a minimum of four hours of consultation in the development of the scope of work evaluation plans.
- The applicant must link a LPE to their application.

Instructions:

- LPE completes or updates his/her profile within the LPE Directory accessed at <http://tcsotis.org/public/evaluator/index.cfm> and must certify that he/she participated in the development of the scope of work evaluation plans.
- The agency must view and select an evaluator from within the LPE Directory or through OTIS, and electronically invite him/her to complete his/her profile and certification. See the *OTIS User Guide, Section V, Application, D. Evaluator Information* for data entry instructions.

**5. Applicant Capability**

Component Description: This section provides information regarding the ability of the agency to successfully implement the tobacco control plan being proposed in the application. The applicant describes how its past experience equips it to address the tobacco control needs of the priority population(s) to be addressed.

Maximum Point Value: 20

Minimum Requirements: Funding preference will be given to applicants that exhibit the following qualifications:

- Demonstrates that the applicant has at least two (2) years access to, and previous success working with, the proposed priority population and the ability to conduct program activities that are appropriate in terms of culture, language, literacy level, age, and gender specific to the population; and

indicates that proposed staff have the capacity to work with the proposed target population/community.

- Demonstrates that primary staff (Project Director/Coordinator) have at least two (2) years of previous experience conducting health focused community organizing, community planning, health education and promotion, coalition building, advocacy, media, and training. This can also include development of educational materials, media interventions, and activities that are appropriate in terms of age, literacy level, and cultural sensitivity.
- Demonstrates that staff have training, skills, and experiences consistent with the program, evaluation, fiscal, and management needs of the project.
- Demonstrates at least two years satisfactory performance with management of government grant funds and activities including administrative, fiscal, program, and evaluation functions including timely and accurate submission of fiscal, program, and evaluation documentation, subcontracts, and compliance with all state contract requirements.
- Demonstrates the ability to partially equip the project with office furniture, computers, scanners, software, printers, copy machines, etc., to support all staff and program needs including the use of OTIS, which requires online submission of program and fiscal documents.
- Demonstrates the ability to start up and begin implementation within six weeks of the contract start date.
- Pursuant to H&S Code Section 104445, preference shall be given to current contractors that have demonstrated effectiveness and capacity in providing tobacco control services.

Instructions: For the applicant capability section, provide the following information:

a. Program Experience

- Describe the applicant's previous success working with the proposed priority population and the ability to conduct program activities that are appropriate in terms of culture, language, literacy level, age, and gender specific to the population; and how the agency's proposed staff have the capacity to work with the proposed target population.
- Describe primary staff's (Project Director/Coordinator) previous experience conducting community norm change interventions including health focused community organizing, community planning, health education and promotion, coalition building, advocacy, media, and training. This can also include development of educational materials, media interventions, and activities that are appropriate in terms of age, literacy level, and cultural sensitivity.
- Describe three successful community norm change interventions and their measurable outcomes facilitated by the agency.

- Describe the applicant's effectiveness and capacity to provide tobacco control interventions that are culturally and linguistically appropriate and to serve populations in areas with substantial unmet needs.
- Describe the qualifications of key program staff. Describe their experience conducting health focused community organizing, community planning, health education and promotion, educational materials development, coalition building, advocacy, media, and training.
- Have the LPE primarily responsible for designing and planning evaluation activities complete the electronic LPEs Directory form available at <http://tcsotis.org/public/evaluator/index.cfm>.

b. Organizational Start-Up

Describe the applicant's capability and resources to ensure timely start-up and implementation of the proposed project. Describe how the proposed project will be integrated into the agency's organizational structure.

c. Administrative/Fiscal Experience

- Describe the applicant's current administrative staffing pattern for activities such as payroll, bookkeeping, invoicing, and general tracking of administrative and fiscal controls. Describe the qualifications of key fiscal staff, including a description of the staff's experience with monitoring government grant funds.
- Describe the applicant's history in the last two years managing government or foundation grant funds. Include in the description the funding agency, the amount received, and how the grants were managed (e.g., were the grant deliverables accomplished, progress reports and invoices submitted in a timely manner, and were fiscal records in good standing?).
- Describe the applicant's internal audit history in the past two years.
- Describe the frequency of audits, date of last audit, and a summary of the major findings from the last audit.
- Indicate if the applicant has been audited by a State agency within the last two years. If yes, list: 1) the name of the State agency; 2) State agency contact person and phone number; 3) the year the audit was conducted; and 4) the outcome of the audit. CDHS/TCS reserves the right, at its sole discretion, to follow-up with references to confirm the audit history.

d. Equipment

Describe the office and computer equipment the applicant has available for use in this project. Include in the description: 1) the number and type of equipment available (e.g., desks, chairs, typewriters, facsimile machines, personal computers, printers, etc.); 2) whether or not the computers have modems and communications software; 3) the software packages your

agency uses for websites, word processing, spreadsheets, databases, etc.; and 4) approximately when the computer equipment was purchased, and its availability (e.g., 100%, 50%, 25%, etc.) for use by staff proposed for this project, if funded.

Refer to Appendix K for the minimum required computer hardware/software specifications. If at least one work station does not meet the CDHS/TCS specifications, then CDHS/TCS may authorize the purchase of minimum work station equipment to bring one complete work station up to minimum specifications. See page 49, (d) Equipment Expenses for additional information.

e. Letters of Reference

Solicit three (3) letters of reference and **scan and upload** into OTIS. No more than three letters will be accepted. If the applicant has in the past or is currently receiving funding from a local, state, or federal agency, other than CDHS/TCS, one of the references **must be** from one of these agencies.

The letters are to be on the reference agency's letterhead and must include:

- The address, telephone number, e-mail, name, and title of the letter's author.
- A description of the capacity in which the reference provider worked with the applicant.
- The applicant's ability to provide culturally competent interventions to the community/priority population.
- The applicant's experience in providing policy, advocacy, media, training, community planning, and community organizing activities.
- The applicant's fiscal and administrative ability to manage government grant funds, including satisfactory performance with administering and managing government grant funds through timely and accurate submission of fiscal, program, and evaluation documents.

CDHS/TCS reserves the right, at its sole discretion, to contact references for further information prior to the RFA review process.

6. **Scope of Work, Including the Evaluation Plan**

Component Description: The SOW contains all program activities to be performed by the applicant and its budgeted (e.g., staff, subcontractors) and non-budgeted partners (e.g., advisory committee members) that will lead to the accomplishment of measurable objectives and all evaluation activities that assess the extent to which the objective was achieved. The SOW is a well-organized and detailed "road map" of the proposed program and evaluation, taking into account the findings from any needs assessment activities you have conducted.

Administrative activities, such as preparing progress reports/invoices, and hiring and supervising staff are important tasks; however, these are not included in the SOW.

Maximum Point Value: 40

Minimum Requirements:

Funding preference will be given to applicants that exhibit the following qualifications: Applications addressing indicators and assets that are listed as highly relevant under this RFA will be given preference.

- a. Objectives must address the following four “W’s”:
  - (1) Who or what is expected to change?
  - (2) What and how much will change? (Be specific, do not use ranges in the objective. For example, you would state that you will achieve a compliance rate of 90% versus stating 80-90%).
  - (3) Where will the change occur?
  - (4) When will the change occur?
- b. The activities should be clearly written to describe what will be done
  - (1) Activities should be detailed and quantified, including a description of the *what, how much, how often, and where*.
  - (2) Each intervention activity is to describe a start and completion period which coincides with six-month progress report periods (e.g., July 2007 through December 2007). The start date communicates when the activity will begin. The completion period indicates when the activity will be 100% complete. Start and completion dates should reflect the concept that activities occur in an organized, logical fashion that build upon one another.
  - (3) Identify the appropriate (e.g., in terms of skill/training level for the activity) party responsible for completing each activity (e.g., a budgeted or non-budgeted position, such as a collaborative partner). Non-budgeted parties should be individuals or groups that operate under the influence of the applicant agency. Non-budgeted partners may receive a nominal stipend or incentive.
  - (4) Identify tracking measures that verify completion of activities and whether they will be maintained on file or submitted with progress reports. It is recommended that you provide no more than two tracking measures for each activity.

- (5) Assign copyright and percent deliverable pursuant to instructions provided in *Communities of Excellence in Tobacco Control: Module 4*.
- c. For each policy objective, include: 1) an activity that conducts a strategic planning session utilizing the Midwest Academy Strategy Chart, available on the Strategic Tobacco Retail Effort Web site at [http://www.tcsstore.org/stages/3\\_develop/t\\_schart.doc](http://www.tcsstore.org/stages/3_develop/t_schart.doc); and 2) disseminating final policies adopted by a county, city, tribe, or official board (e.g., fair board, school board, transit board) to the Americans for Nonsmokers' Rights and to the CDHS/TCS Strategic Planning and Policy Unit. Applicants are encouraged to conduct strategic policy planning sessions for all policy objectives once during the first 6 months of their SOW.
  - d. Number of objectives
    - (1) A minimum of 1 objective in the SOW is required to address 1 of the following 3 priority areas:
      1. Counter Pro-Tobacco Influences
      2. Reduced Exposure to SHS
      3. Reduce the Availability of Tobacco.
    - (2) Applicants are expected to include approximately 1 to 3 objectives in the SOW. Those proposing to include an objective that focuses on CDHS/TCS' priority area 4, Promote Availability of Cessation Services, may do so if at least 1 other non-cessation focused objective is also proposed. Applications that propose only 1 objective that is focused solely on cessation will not be reviewed.
    - (3) A comprehensive, integrated program approach must be used to achieve each objective. This approach should incorporate several major intervention categories identified below. Please note that it is not required that every one of these categories be used:
      - (a) Coordination/Collaboration Activities
      - (b) Community Education Activities
      - (c) Education Materials Development
      - (d) Incentive Items (**keep separate from Promotional Items**)
      - (e) Media Activities
      - (f) Policy Activities
      - (g) Promotional Items (**keep separate from Incentive Items**)
      - (h) School-based Education
      - (i) Sponsorship Activities
      - (j) Training/Technical Assistance Activities
    - (4) For each activity that will involve developing new education, incentive, promotional, or advertising items to support the SOW, include an

additional activity that involves checking with the Tobacco Education Clearinghouse of California (TECC), for assistance on the development of that item, confirming non-duplication of the item, and other appropriate steps, such as focus group testing.

- e. The SOW must reflect coordination/collaboration with other local or statewide tobacco control partners such as LLAs, the California Smokers' Helpline, TECC, the Center for Tobacco Policy and Organizing (The Center), the Technical Assistance Legal Center (TALC), California's Clean Air Project, California Youth Advocacy Network, the Tobacco Control Evaluation Center, etc.
- f. A percent of effort for each major deliverable must be assigned to each tangible deliverable. The total percent of deliverables in the SOW must equal 100% and no deliverable can be less than 0.5%; additionally, all deliverables should be in increments of one half of one percent. A program deliverable is a tangible product or service developed or conducted as part of the SOW. A program deliverable percentage is assigned to activities regardless of whether they are in the Intervention Activity Plan, the Evaluation Activity Plan, or the Final Evaluation Report. A deliverable is inclusive of all the coordination, planning, and collaboration activities that lead to accomplishment of a tangible product or service. Deliverables may include activities and materials, such as presentations, trainings, developing incentive items, promotional items, educational materials, surveys and focus groups conducted, paid radio or TV ads, etc. Quantify all activities in the SOW (you may use ranges for activities) and assign a percent of effort to the deliverable. Do not assign deliverables to activities which help lead to achievement of major program outcomes, but of themselves are not a product or service, such as planning meetings, attending coalition meetings, participating in CDHS/TCS trainings, and distributing, ordering, purchasing, providing, or disseminating incentives/promotional items.

At the end of the contract term, the Program Deliverable Percentage is used to help ascertain the maximum amount of funding the Agency will receive. If any Program Deliverable is not completed or not completed in its entirety, the Program Deliverable Percentage will be used to calculate a payment reduction to the Grantee.

- g. The SOW designates products that are copyrighted, such as substantive, original materials, works for hire, databases, survey instruments, etc.
- h. Evaluation Minimum Requirements

To facilitate the development of appropriate and sound evaluation designs, the *OTIS Evaluation Guide* has been revised. The *OTIS Evaluation Guide* includes suggested objectives, evaluation activity plans, evaluation designs,

and data collection procedures for CX indicators that address new and innovative areas (e.g., multi-unit housing).

- (1) The SOW must include an in-depth evaluation plan for at least 1 objective that is designated as a “Primary Objective.” A Primary Objective is a high priority objective that will receive an in-depth evaluation and will be the subject of a high quality final evaluation written report. Generally, an objective designated as a primary objective reflects a newer area of tobacco control—one about which others in the tobacco control field would benefit from learning more. Interim evaluation reports (submitted with the biannual progress reports) and a final evaluation report will also be required for primary objectives.
  - (a) The final evaluation report must be consistent with the requirements provided in the CDHS/TCS guidelines for writing evaluation reports included in *Tell Your Story: Guidelines for Preparing a High Quality Final Evaluation Report*, available at [www.dhs.ca.gov/tobacco/documents/eval/EvaluationReport.pdf](http://www.dhs.ca.gov/tobacco/documents/eval/EvaluationReport.pdf).
- (2) An appropriate evaluation plan is required for each objective in the SOW. The evaluation plan must be appropriate in terms of the evaluation design, sampling strategy, sample sizes, types of evaluation activities proposed, data collection methods, data analysis, and dissemination of findings. The evaluation should measure the extent to which the objective was achieved, provide information that will inform and improve the intervention, and disseminate the findings to the community, key opinion leaders, or public health professionals working in tobacco control.
- (3) The evaluation plan assigns timelines, copyright, program deliverable percentages, responsible parties, and tracking measures to verify completion of activities.
- (4) The quality of the objectives and evaluation plans demonstrates a qualified program evaluator provided at least 4 hours of consultation to the applicant.

***Please Note: Grantees will not be penalized for failure to achieve their objectives; evaluation results will not affect current or future funding. However, grantee funds may be withheld if deliverables within the SOW are not completed, including elements of the evaluation plan.***

- (5) **At least 10% of the percent deliverables and associated budget must be allocated to the evaluation component.**

- (6) The program evaluator must submit certification of his/her involvement in the development of the evaluation plan. This certification is done through the LPE Web site available at <http://tcsotis.org/public/evaluator/index.cfm>.

Instructions: Refer to *Communities of Excellence in Tobacco Control, Module 4, OTIS User Guide, Section V, Application, E. Scope of Work*, and the *OTIS Evaluation Guide*.

The following page provides a Flow Chart (Figure 1), outlining the steps involved in the developing the SOW.

**Figure 1:  
SCOPE OF WORK FLOW CHART**

**Review the list of CX indicators and assets in Section I of the RFA to identify potential objective(s) for the SOW.**

**A minimum of 1 Objective in the SOW must address 1 of the following Priority Areas:**

Priority Areas

Counter Pro-Tobacco Influences  
Reduce Exposure to SHS  
Reduce the Availability of Tobacco

**Designate at Least One Primary Objective**

A "Primary Objective" is a high priority objective and one that will receive an in-depth evaluation. Interim evaluation reports submitted with the biannual progress reports and a final evaluation report will also be required for each of the primary objectives.



**Activity Plan**

- Describe quantitatively and qualitatively activities that will lead to accomplishment of the objective
- Designate copyright
- Designate percent program deliverable
- Designate timelines
- Designate tracking measures to verify completion of activities
- Designate who is responsible for completing the activities
- Include a Materials Development Form for each substantive, original material (e.g., ad, educational material, incentive or promotional item, survey instrument, database, etc.)



**Evaluation**

- Provide an evaluation plan for each objective in the Scope of Work which ascertains the extent to which the objective was achieved, provides information that will inform and improve the intervention, and disseminates the findings to the community, key opinion leaders, and public health professionals working in tobacco control
- Provide an in-depth evaluation for the primary objective(s)

i. Materials Development

Component Description: This section is only to be completed if the applicant plans to develop substantive original works including educational, advertising, promotional, and incentive items that have the potential for statewide use and which reflect a high quality developmental process.

Maximum Point Value: 0

Minimum Requirements:

- Materials are substantive original works, support the overall goals of the objective, and are integrated into the proposed program.
- It is evident that TECC will be contacted prior to development to confirm non-duplication and for assistance on materials development.
- It is evident that the applicant intends to use appropriate strategies to field/pilot test materials, obtain appropriate copyright, artist or photograph release, ensure that information is factually correct and cited, and will use professional production values.

Instructions: Complete the Materials Development Form, which includes the following information:

- objective
- intervention category
- activity
- activity number
- working title of material
- brief description of the content
- target audience to be reached by the materials
- material format
- language(s)
- projected completion date
- primary content
- material purpose

Please refer to the *OTIS User Guide, Section V, Application, E. Scope of Work*, and *Communities of Excellence in Tobacco Control, Module 4*, which provide specific instructions for completing the Materials Development Form.

Additional information about the material (e.g., testing, cost, copyright, authority for artwork) is completed after the start date of the project, as part of the progress report. Once the material is developed it is sent to TECC for review and possible inclusion in the TECC sales catalog.

## 7. Narrative Summary

Component Description: This section summarizes the proposed tobacco control plan, including the need to address each objective, the activities that will be implemented, the rationale as to why the activities are appropriate, and the evaluation design.

Maximum Point Value: 15

Minimum Requirements: Funding preference will be given to those applications that most closely address the criteria below:

- Clearly demonstrates a strong understanding of tobacco control issues, priority populations, and communities to be addressed by using relevant data sources, such as needs assessments, asset mapping, key informant interviews, public surveys, and focus groups.
- Includes objectives and well-defined outcomes that focus on the CX indicators and assets identified as relevant or highly relevant.
- Provides a brief, succinct summary of activities to be undertaken and incorporates principles of community organizing.
- Demonstrates a strong rationale for the proposed intervention activities, including an appropriate theory of change.
- Provides reasonable, realistic, and appropriate evaluation plans for each objective.
- Demonstrates coordination/collaboration with other CDHS/TCS-funded projects, voluntary health agencies, and existing CDHS/TCS campaigns.

Instructions: Briefly describe the interventions and evaluation activities, addressing the following components:

- Include objectives that are consistent with the indicators and assets that are identified in this RFA as relevant or highly relevant for the priority populations (see page 5 in Section I of this RFA).
- For each objective, describe relevant needs assessment findings, including the identification of priority population needs.
- For each objective, provide a rationale that describes the underlying theory of change (<http://www.nci.nih.gov/theory/pdf>). The theory of change is the basic assumption(s) about why the proposed interventions should work. A theory of change should be:
  - Logical
  - Consistent with everyday observations
  - Similar to those used in previous successful program examples you have read or heard about
  - Supported by past research in the same area or in related areas
- For each objective, include reasonable, realistic, and appropriate evaluation plans.

Refer to the *OTIS User Guide, Section V, Application, E. Scope of Work, Narrative Summary*, which provides specific instructions for completing the Narrative Summary.

## 8. Budget Information

Component Description: The Budget and Budget Justification provide an accurate and detailed description of all expenses that will be associated with the application.

Maximum Point Value: 30

Minimum Requirements: Funding preference shall be given to applicants that:

- Budget all eight line item categories in a manner consistent with the definitions and parameters described in the RFA. This includes the formulas for salary and space rent/lease.
- Provide a level of detail sufficient to justify the proposed quality and quantity of activities to accomplish the tasks in the SOW.
- Propose reasonable personnel and subcontractor/consultant costs comparable to the qualifications of each individual that will complete activities of the project.
- Propose salaries for personnel and subcontractors/consultants that are not higher than comparable State civil service classifications (See Appendix F for a listing of Comparable State Civil Service Classifications).
- Titles used for responsible parties in the SOW are consistent with those used in the Budget Justification (e.g., Personnel classifications, subcontractors, consultants, etc.).
- Operating Expenses requested are consistent with and support the activities in the SOW (e.g. CDHS/TCS Communications Network, OTIS, PARTNERS, Space Rent/Lease, and other agency-defined subcategories).
- Other Costs requested are consistent with and support the activities in the SOW (e.g., Educational Materials, Promotional Items, Incentives, Media, Sponsorships, and other agency-defined subcategories).
- Designate one staff employee as the lead on project evaluation.
  - The designated employee must provide a 10% minimum full time equivalent (FTE) to project evaluation;
  - The designated evaluation lead coordinates the efforts of all evaluation staff, evaluation consultant, or subcontractor hired to perform evaluation activities.

The Budget Justification must be a realistic depiction of the expenses for the 36 month intervention project. Budgets must be prepared and spent on a FY cycle as required by the State Department of Finance. The State FY is July 1 through June 30, a 12 month period. Funds not spent in a FY cannot be carried forward to the next or subsequent FY.

Instructions: Develop a Budget Justification with enough narrative detail to support the SOW. In the Budget Justification OTIS will automatically calculate the "Total Budget" using the amounts entered. Totals for each budget category will be carried forward to the "Budget Page" thereby eliminating inconsistencies between the two documents.

The Budget Justification consists of the following categorical line items:

- Personnel Costs
- Fringe Benefits
- Operating Expenses
- Equipment
- Travel/per diem and Training
- Subcontracts and Consultants
- Other Costs
- Indirect Costs

Please refer to the *OTIS User Guide, Section V. F. Budget Information*, which provides specific information for completing the Budget Justification. The Budget Justification: 1) Explains, describes, and justifies the expenditures connected with the activities in the SOW; and 2) Helps to evaluate the SOW and Budget.

Prepare one Budget Justification for the entire 36 month grant period. Use only whole numbers and round to the nearest dollar. Proposed Budgets may not exceed \$600,000 for the entire 36 month term.

When preparing the Budget Justification, take into consideration changes that may occur due to programmatic or administrative needs. For example, the number of staff or staff effort may increase/decrease as program activities develop or end.

Supplemental Resource Materials:

- CDHS/TCS Competitive Grantee Administrative and Policy Manual available at [www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100](http://www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100).
- OTIS User Guide, for specific instructions and help information to complete the required online submission. Instructions can be found at [www.dhs.ca.gov/tobacco/html/otis.htm](http://www.dhs.ca.gov/tobacco/html/otis.htm).

The following Budget categorical line items are in the order they will appear in OTIS. Include lists, formulas, skill level, and additional justifications where required.

a. Personnel Costs

This category of the Budget Justification provides detail on the following:

(1) Position Classification or Title:

List the classification or title for each position utilized during the 36 month term. The position classification/title used in the Budget Justification must be the same as the classification/title used in the SOW "Responsible Parties" section.

- Personnel such as: Executive Director, Deputy Director, Attorney, Bookkeeper, etc., budgeted at less than 10% should not be included in the Personnel Costs category. Personnel budgeted at less than 10% FTE should be included with Indirect Costs.
- Applicants having an established policy that allows personnel less than 10% FTE in Personnel Costs must provide a statement to that effect in the justification for each applicable position. This information is subject to CDHS/TCS approval.
- Applicants must designate a lead staff position to provide a 10% minimum effort toward total project evaluation. Effort can be in performing evaluation and supervision of the Evaluation Consultant/Staff.

(2) Salary Range and Pay Period Frequency:

Identify the actual salary range and the pay period frequency for each position listed in personnel. Pay period examples are: monthly, semi-monthly, bi-weekly, weekly, hourly. The salary range must also reflect the frequency that the employee is actually paid. Enter the low-end and high-end of each staff full-time salary range for all part-time or full-time positions listed. Make sure the high-end of the salary range allows for any salary increases; such as: performance increases, merit increases, or cost of living adjustments, for each position during the term of the grant.

Examples of actual salary ranges are:

- \$3,000-\$3,473 monthly;
- \$1,800-\$1,985 semi-monthly;
- \$1,600-\$1,764 bi-weekly;
- \$840-\$926 weekly;
- \$9-\$12 hourly.

***Note: Do not use an annual salary for the salary range.***

Pursuant to Section 3.17.1 of the State Contracting Manual, any salary paid to project staff shall not exceed those paid to State personnel for a similar position/classification/title. (See Appendix F for a listing of Comparable State Civil Service Classifications.) If any proposed salary exceeds the comparable State personnel salaries, the Applicant must justify the reason and necessity for the higher rate in the justification for each applicable staff position. High salary justifications will be reviewed by the State and a determination will be made for each position. CDHS/TCS may request additional information during contract negotiations. The Applicant must receive approval from CDHS/TCS prior to reimbursement for "high salary" personnel cost.

(3) Percent of FTE:

For each position indicate the percent of FTE, in whole numbers, or the total hours per pay period if the employee is paid hourly. A 100% FTE is 2080 hours annually, including paid vacation.

Example:

- A full-time semi-monthly employee works 80 hours in a 2 week period is 100% FTE.
- A semi-monthly employee who works 20 hours in a 40 hour work week is 50% FTE.

***Note: If the amount of FTE for some staff positions will vary from month to month enter an FTE range.***

Example:

- 30% to 40% FTE
- 50% to 75% FTE
- 75% to 100% FTE
- 10 hours to 20 hours weekly
- 20 hours to 40 hours weekly

(4) Pay Periods:

Indicate the number of pay periods for which payment shall be claimed.

Examples of pay periods are:

- Monthly = 12 pay periods per year.
- Semi-monthly = 24 pay periods per year.
- Bi-weekly = 26 pay periods per year.
- Weekly = 52 pay periods per year.
- Hourly = "X" number of hours per pay period (do not use percents of time if a position is paid hourly).

(5) Description of Duties:

Provide a brief description of the duties, responsibilities, and activities to be performed by each position. These positions must also be identified in the Responsible Parties section of the SOW. Program personnel less than 10% FTE that are listed in the personnel category must have a complete position description that ties the position to activities in the SOW.

Remember:

- The required Agency policy justification for employees less than 10% FTE.
- Indicate the 10% minimum evaluation oversight staff person designated to oversee and coordinate project evaluation activities.

(6) Amount Requested:

Calculate and list the whole dollar amount requested for each staff position during each budget FY.

Example:

Salary amount X percent of FTE X number of pay periods = Total for position.

***Note: The total amount requested cannot be:***

- ***less than the lowest dollar amount calculated by multiplying the low-end of the salary range X the low end of the FTE percentage X the lowest number of pay periods; or,***
- ***greater than the highest dollar amount calculated by multiplying the high-end of the salary range X the high-end of the FTE percentage X the highest number of pay periods.***

**Total Personnel Costs:** OTIS will calculate each personnel amount for the total personnel costs.

b. Fringe Benefits

Grantees are to refer to Appendix H for the Contract Uniformity information. The Contract Uniformity information in the Appendix provides guidance for allowable expenses in Fringe Benefits.

***Note: Fringe Benefits do not include employee leave. Example: Annual leave, vacation, sick leave, holidays, jury duty, military leave, training leave, administrative leave.***

***Note: Regarding workers compensation. Budget for premiums only. Payment for workers compensation claims will not be allowed.***

List the fringe benefits that your agency will provide to eligible personnel. Identify any personnel that will not receive benefits with an asterisk (\*). List the fringe benefit percent amount and the whole dollar amount requested for employee fringe benefits for each FY.

If the percentage rate for employee fringe benefits differs for various positions, indicate a range:

Example:

15% to 25%

25% to 33%

***Note: CDHS/TCS will not pay for employee vacation or sick time accruals that are earned outside the effective term of the grant.***

c. Operating Expenses

***Note: Items (1) and (2) below must appear in every Budget Justification. If there are no expenses related to these line items, please enter \$0.***

(1) CDHS/TCS Communications Network, OTIS, and the Policy Advocacy Resource Tobacco Network Education Response System (PARTNERS).

All funded grantees are **required** to: 1) access OTIS, and 2) obtain and maintain an active PARTNERS account. While there is no charge to CDHS/TCS-funded grantees for OTIS access or the PARTNERS subscription, your agency should budget for the monthly-internet access fees during the entire grant period. If you choose not to budget for this line item you must provide an explanation in the PARTNERS line item as to how you will access PARTNERS and OTIS.

Example:

Agency has local area network with automatic access to Internet that will not be charged to the CDHS/TCS grant.

(2) Space Rent/Lease:

Determine the total FTE listed in your budget. Provide the total number of square feet to be charged and the cost per square foot. Allow for any anticipated space cost increases during the 36 month term. Multiply these figures by the number of months in the budget period to obtain the subtotal. Square footage shall not exceed 150 square feet per FTE plus "reasonable" square footage for shared space; such as: conference

rooms, library/resources, storage space, bath rooms, break rooms, etc. If the total need of the project space costs exceeds State standards then you must justify the need for the additional space.

(total square feet) X (cost per square feet) X (number of months)

Example:

2 FTE x 150 square feet x \$1.25/ square feet x 12 months =	\$4,500
2 FTE x 150 square feet x \$1.50/ square feet x 12 months =	\$5,400
2 FTE x 150 square feet x \$1.50/ square feet x 12 months =	<u>\$5,400</u>

Total for 36 months =	\$15,300
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(3) Other agency-defined subcategories. After budgeting for items (1) and (2) above, you may add other agency-defined line items. Sequentially number each additional line item and provide a justification for each. The justification should detail a complete description of the line item as well as a formula of how you arrived at the budget amount requested. Some typical additional line items are listed below:

- Office Supplies:  
This expense is for consumable general office supplies.

Examples:

Pens, pencils, paper, binders, staplers, file folders, etc.

Examples that are **not** Office Supplies:

Phones, computers, printers, Personal Digital Assistants, copy machines, chairs, tables, desks, travel expenses. These items would be budgeted under the equipment line item.

- Postage:  
This expense is for postage to mail project correspondence, and other materials that may also include overnight express mail costs.
- Duplicating:  
This expense is for “in-house” duplicating and reproduction. The duplicating is internal and routine, usually for small office jobs. This can include the tobacco program’s share of the Grantee copy machine total usage. It can also include shared copier maintenance agreements, copier supplies such as paper, toner, etc. (Duplicating supplies such as paper, and toner may be included in either the Office Supplies Line Item or the Duplicating Line Item, but should not be included in both.)
- Communications:

This expense is for the installation costs of telephones and any recurring monthly charges related to the telephone system; including fax line costs. It also includes any costs related to teleconference calling that may be necessary to complete your SOW. Cellular phones and monthly access fees are NOT authorized for this grant.

- **Printing:**  
This line item is for printing and reproduction of larger jobs completed by outside vendors.

Examples are:

Brochures, leaflets, posters, forms, flyers, announcements, signs, banners, etc.

- **Equipment Lease/Rental:**  
List and justify in narrative detail all lease/rental equipment that will be charged to the grant. Provide the monthly lease/rental rate for each item and the number of rental/lease months. Provide budget totals for each piece of equipment leased/rented. Examples of rental/leased items are desk-top work stations that include computers, printers, faxes, and scanners.

***Note: Rental Equipment will be authorized by CDHS/TCS on a case-by-case basis. Renting/leasing to own, purchase/leaseback, and lease/purchase of equipment is not permitted. Rental/lease agreements that are continuing through the grant term must adhere to this CDHS/TCS policy.***

- **Audit Expenses:**  
All CDHS/TCS-funded Grantees are required to conduct a single agency audit in accordance with "General Accounting Principles." The audit must be conducted by a Certified Public Accountant from outside the agency. The budget amount for the audit cost share shall represent the proportionate amount of the CDHS/TCS grant award in relationship to total agency income. For example, if this contract represents 10% of your total agency income then this contract would be responsible for no more than 10% of the total audit cost. Provide the justification and dollar amount allocated for the audit. Explain how you arrived at the estimated audit percentage and total cost.

***Note: Applicants may budget for audit expenses in the Operating Expenses category or may budget audit expenses in the Indirect Costs category. Applicants may not budget audit expenses in both budget categories. If applicants choose to budget audit expenses within the Operating Expenses category, then all***

***combined indirect costs must not exceed 25% of personnel plus fringe benefit totals.***

***Note: Applicants choosing not to allocate funds for audit purposes must provide a written justification indicating how they intend to comply with the audit requirement.***

**Total Operating Expenses:** OTIS will calculate all Operating Expense Line Items to compute the Total Operating Expenses.

d. Equipment Expenses

Due to the limited availability of funds for this procurement CDHS/TCS generally does not allow office equipment to be purchased. However, at least one work station must have a computer system designated for use by this project. The work station must meet the minimum specifications outlined in Appendix K of the RFA and in the CDHS/TCS Competitive Grantee Administrative and Policy Manual ([www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100](http://www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100)). If at least one computer work station does not meet the CDHS/TCS computer hardware specifications then as an exception, CDHS/TCS may authorize the purchase of minimum computer work station equipment to bring one complete computer work station up to the minimum specifications.

If the need to upgrade the computer work station warrants, the applicant must provide a complete list, description, justification, quantity, unit cost, and total cost to improve the computer work station to CDHS/TCS minimum requirements.

e. Travel/Per Diem and Training

Travel and training are to be consistent with the needs of the tobacco control project and support SOW activities and tasks. Travel is reimbursed to applicants at the current State Department of Personnel Administration rates. Travel Reimbursement information and rates can be found in the Grantee agreement and/or the CDHS/TCS Competitive Grantee Administrative and Policy Manual located at: ([www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100](http://www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100)). Additionally, State funds may not be used for out-of-state travel, per diem, and training/conferences without prior written approval by CDHS/TCS.

***Note: If there are no expenses related to one of these line items, enter \$0. Do not add any additional line items.***

(1) Project Travel/Training:

- (a) Project Travel: Includes airfare, meals, lodging, incidental expenses, and mileage which are necessary to implement your SOW; such as: to conduct local surveys of in-store tobacco advertising, to attend local or statewide events related to your SOW, meetings or trainings, etc. Provide a description of the proposed travel and the approximate dollar amount requested for project travel that is directly related to completion of the SOW.
- (b) Project Training: Includes registration fees for staff development or any other additional training event for professional, clerical, administrative personnel, advisory board members, youth volunteers, committee members, etc., necessary for the completion of activities in the SOW. Training may include courses on computer software, meeting facilitation, planning, leadership, etc. Provide a description of the proposed training and the dollar amount requested for project training costs that are related to completion of the SOW.

(2) CDHS/TCS Travel/Training:

General Description:

- (a) Number of Trainings/Conferences: CDHS/TCS and its statewide contractors such as: public relations contractor, TALC, The Center, Evaluation Center, and others, may conduct 2-4 trainings/conferences each year.
- (b) These trainings/conferences are specifically directed toward CDHS/TCS-funded projects, provide opportunities for project staff to learn from national, state, and local experts regarding evaluation, media, and advocacy, and are a means to be connected to California's larger tobacco control movement.
- (c) Length of Trainings/Conferences: Each training/conference is usually 1-2 days.
- (d) Training Sites: Each training is generally offered only 1 time. Occasionally, trainings are offered 2 times: 1 in Northern California (generally Bay Area or Sacramento counties) and 1 in Southern California (generally Los Angeles, Orange, or San Diego counties).

Trainings/Conferences by CDHS/TCS and Statewide Contractors:

It is recommended that you budget for 1-2 staff to attend 2-4 CDHS/TCS trainings per FY at \$750 per person. Over the next three years, trainings/conferences may include the following topics:

- Annual Capitol Information and Education Days (Spring)
- Tobacco Related Disease Research Program Conference FY 2007-2008 (Fall 2007) in Sacramento, CA.
- Other: e.g. spokesperson, community organizing, cultural competency/working with diverse communities, legal issues, etc.

Provide a numeric formula that reflects how you are budgeting for this cost (e.g., 2 staff X 3 trainings X \$750 per training = \$4,500).

(3) Required CDHS/TCS Travel/Training:

- **Project Directors Meeting (PDM):** Budget \$1,200 per person for 1-2 staff to attend the PDM in FYs 2007-2008 (Spring 2008) and 2009-2010 (Fall 2009).

(4) Out-of-State Travel: **(optional)**

Identify any possible out-of-state trips. Include the amount budgeted, number of staff, and purpose. All out-of-state travel not approved through this budget process will require written CDHS/TCS approval. However, final approval of any out-of-state travel will be contingent upon participating in the conference as a presenter, panel member, speaker, etc.

(a) National Conference on Tobacco or Health: **(optional)**

Budget \$1,500 per person (\$1,100 travel/per diem and \$400 registration) for 1-2 program staff to attend the National Conference in FY 2007-2008. The National Conference on Tobacco or Health will be held in Minneapolis, Minnesota, on October 24-26, 2007. Budget this expense in FY 2007-08.

**Total Travel/Per Diem and Training:** OTIS will calculate all travel expense detail to compute the Total Travel Expenses.

f. Subcontracts and Consultants

Grantees shall add agency-defined subcontracts/consultants. Sequentially number each subcontract or consultant and provide a justification for each. The justification should provide a complete description of the line item as well

as a formula of how you arrived at the budget amount requested. Please keep the following points in mind:

- Subcontracts are usually for projects needing salaried positions, indirect costs, etc. The subcontractor should provide a specialized task that is directly related to the project's activities.
- The subcontractor's salary should not exceed those paid to state personnel for similar positions/classifications (See Appendix F for a list of Comparable State Civil Service Classifications).

***Note: Grantees requesting "high salary" costs for subcontractor(s)/consultant(s) must provide a detailed explanation to justify the request for salary cost that are higher than comparable State Civil Service Classifications.***

- List the subcontract(s) that will provide specialized effort which is directly related to activities in the SOW. Make sure the subcontractors listed in the Budget Justification are also referenced in the SOW in the Responsible Parties section. List each subcontract separately in the Budget Justification. For each subcontract provide the name of the individual or agency, a description of activities to be performed, period of time, and total cost for services. Be as specific as possible. If a subcontractor is not identified at the time of application indicate "To Be Determined" and provide a narrative that describes the activities to be performed and a budget amount formula that indicates the estimates for time and pay rate.
- Consultants are individuals whose level or area of expertise extends beyond that possessed by project staff. The effort of a consultant should support and supplement the skills of agency staff and not supplant or duplicate agency skills or effort. Typical services provided by a consultant are for technical advice or effort on programmatic activities and issues.

The consultant's rate should be commensurate with the consultant's level of training, expertise, and national recognition. Every effort should be made to negotiate the lowest possible cost.

Make sure the consultants listed in the Budget Justification are also referenced in the SOW in the Responsible Parties section. For each consultant, provide the consultant name, hourly rate, number of hours to be worked: such as; per week, per month, per year, etc., total cost, and detail the description of activities to be performed.

Examples:

Meeting facilitator, key informant, in-service training, program design, program development, program evaluation, etc.

**Note: Subcontractor indirect costs shall not exceed 25% of their total Personnel Expenses (Personnel Costs plus Fringe Benefits = total amounts).**

**If the applicant agency subcontracts out 30% or more of the total budget to one subcontractor and the subcontractor has been identified at the time of application submission, a sub-budget/budget justification for the subcontractor must be entered as part of the on-line application process. The sub-budget shall be a line item description of the expenses that will be incurred by the subcontractor (i.e. personnel, fringe benefits, operating expenses, etc.). The applicant agency must request a user account through the CDHS/TCS Webmaster representative [tcsweb@dhs.ca.gov](mailto:tcsweb@dhs.ca.gov) for the subcontractor so that they will have access to OTIS to enter the required sub-budget information. The applicant agency needs to be aware that this additional process needs to be taken into consideration when allotting sufficient time for completing the application.**

**Total Subcontracts and Consultants:** OTIS will calculate all subcontract/consultant line item amounts to compute the Total Subcontracts and Consultants.

g. Other Costs

***Note: The following 5 items below must appear in every Budget Justification in the order presented here. If there are no expenses related to these line items, enter \$0.***

Refer to the *CDHS/TCS Competitive Grantee Administrative and Policy Manual, Section II, Chapter 300* ([www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100](http://www.dhs.ca.gov/tobacco/html/funding.htm#rfa07-100)), for more information on educational materials, promotional items, incentives, media, and sponsorships.

(1) Educational Materials:

Includes the purchase of brochures, pamphlets, posters, curriculum, training guides, videos, slides, flip charts, CD-ROMs, etc., necessary for SOW activities.

***Note: Do not itemize; use broad categories and estimates only.***

(2) Promotional Items:

These are assorted items provided to individuals in order to generate visibility and interest, increase public awareness, and to promote attitudes which support tobacco control activities in the community. Examples are: buttons, key chains, stickers, posters, visors, caps, t-shirts, and miscellaneous tobacco control logo or advertisement items of a nominal cost. The intent of the promotional item is not to facilitate behavior change, but to generate interest and enthusiasm for the program. Make sure the promotional items listed in the Budget Justification are also referenced in the SOW. Provide a list of promotional items and total budgeted amount.

***Note: Do not itemize or give detail of quantity, unit cost, or subtotal for each item. Only provide a list of items and the total budgeted amount. These are only estimates.***

(3) Incentives:

Educational Incentives:

These are awards provided to intervention program participants to reinforce positive behavior and positive participation in agency tobacco control projects. Cash incentives are not permitted. Incentives are not to exceed \$50 worth/value of merchandise per person per year. Make sure the incentive items listed in the Budget Justification are also referenced in the SOW. List incentive items and budgeted amount for each FY.

Food Incentives:

Food/refreshments are an allowable incentive item which may be purchased and made available at coalition/advisory committee meetings or to volunteers who have participated in tobacco-control related events and activities. The food incentive does not permit the purchase of meals for staff on CDHS/TCS-funded projects nor local health department employees. Food incentives are not to exceed \$50 worth/value of food/refreshments per person per year. Include the costs for the food incentives in the budget for each FY.

(4) Media:

This line item may include the development, purchase, or placement of Public Service Announcements (PSAs), paid ads on radio, television, newspaper, magazines, billboards, bus shelter ads, organizational newsletters, and neighborhood advertising papers. Development of PSAs, radio, television, and print ads may be budgeted either in this line item or in the Subcontracts and Consultants category, but should not be in both. List the types of planned media that supports activities in the SOW and the total budgeted amount. Make sure the media, public relations, and advertising items listed in the Budget Justification are also referenced in the SOW. Media subcontractors and/or consultants, if budgeted in this line item, must also be referenced in the Responsible Parties section of the SOW.

(5) Sponsorships:

Sponsorship is a type of advertising that prominently promotes an anti-tobacco use message. The purpose of a sponsorship is to directly counter the tobacco industry's pro-tobacco use messages in the community and to develop community goodwill for anti-tobacco use through educational, media, and policy activities. The sponsor (your program) should receive something tangible in exchange for being the sponsor. The larger the sponsorship, the larger the value the sponsor should receive which may include large signage at the event, advertising in the event program or materials, booth space, publicity on the radio or television, public announcements at the event, tobacco free policy, etc.

List and describe the potential sponsorships and the total budgeted amount. The use of sponsorships must be described in the SOW.

(6) Other agency-defined subcategories:

After budgeting for Educational Materials, Promotional Items, Incentives, Media, and Sponsorships above, applicants may add other agency-defined line items. Sequentially number each additional line item and provide a justification for each. The justification should provide a complete description of the line item as well as a formula of how you arrived at the budget amount requested. Please keep the following points in mind:

- List them individually and be specific. For example, facility fees for renting a meeting room to conduct a training or renting a booth at a health fair, etc.
- Provide enough information to justify each additional line item.

- Make sure the additional line items listed in the Budget Justification are also referenced in the SOW.

**Total Other Costs:** OTIS will calculate all Other Costs line items in order to compute the Total Other Costs.

h. Indirect Expenses

Indirect Expenses are costs that are not directly associated with the project's SOW deliverables. These are individuals or activities that indirectly support the project, but do not directly complete activities connected to the SOW.

Examples are: Management and fiscal personnel (e.g., Executive Director, Deputy Director, Attorney, Bookkeeper), bookkeeping and payroll services, utilities, building and equipment maintenance, janitorial services, insurance costs, and any expenses related to the mandatory annual Financial and Compliance Audit.

Provide a list of all Indirect Expenses to be charged and the total amount requested.

Indirect Expenses cannot exceed 25% of the Total Personnel Expenses.

***Note: Costs associated with the annual Financial and Compliance Audit may either be budgeted in this line item or budgeted in the Audit Expenses line item under Operation Expenses. If audit costs are budgeted under Operating Expenses, the Audit Expenses line item plus the Indirect Expenses line item must not exceed 25% of the Total Personnel Expenses (Personnel Costs plus Fringe Benefits line item amounts).***

**Total Expenses:** OTIS will calculate items a. to h. for the Total Expenses.